

Meeting Sites

Rock gets scrubbing for 375th anniversary

This isn't the first time Arm & Hammer baking soda has been used on an American monument.

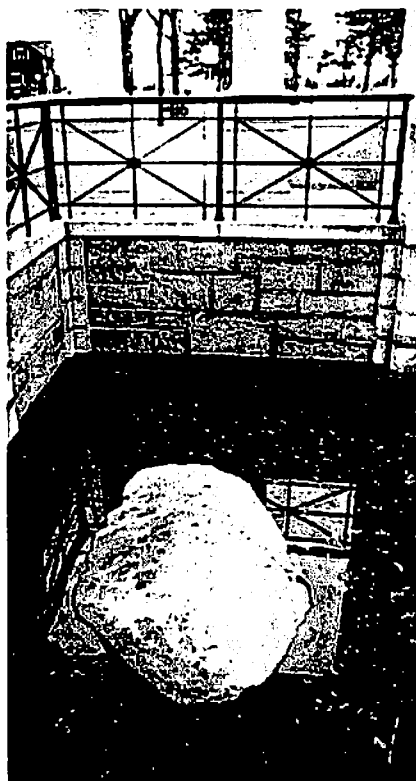
When it was time to clean Plymouth Rock for the 375th anniversary celebration, the call went out for a contractor who could do the job without harming

the national monument.

Dave Virden of Woburn came to the rescue and had it shipshape in less than half

an hour. He used a specially engineered version of Arm & Hammer baking soda to make Plymouth Rock good as new.

"Baking soda in this special form is ideal," Virden said. "It's mildly abrasive so it cleans any



surface, but it's water soluble and all of the ingredients are food-grade quality, so it washes away with virtually no impact on the environment. We've used it on pre-Revolutionary gravestones without harming the inscriptions."

This isn't the first time Arm & Hammer baking soda has saved an American monument. In 1986, it was used to clean the copper sheathing of the Statue of Liberty.

And it's not the first time Church & Dwight, which makes Arm & Hammer products, has had a connection to Plymouth Rock. Dwight Church Minton, the company's chairman, is a direct descendant of the Mayflower Churches who landed on the Rock.

So for Minton, this "monumental cleanup" was more than patriotism or even good business. It was a chance to honor his great-great-great-great-great-great great-great-grandparents.

Sort of makes him, and the cleanup, a chip off the old Rock. □

Tourism

